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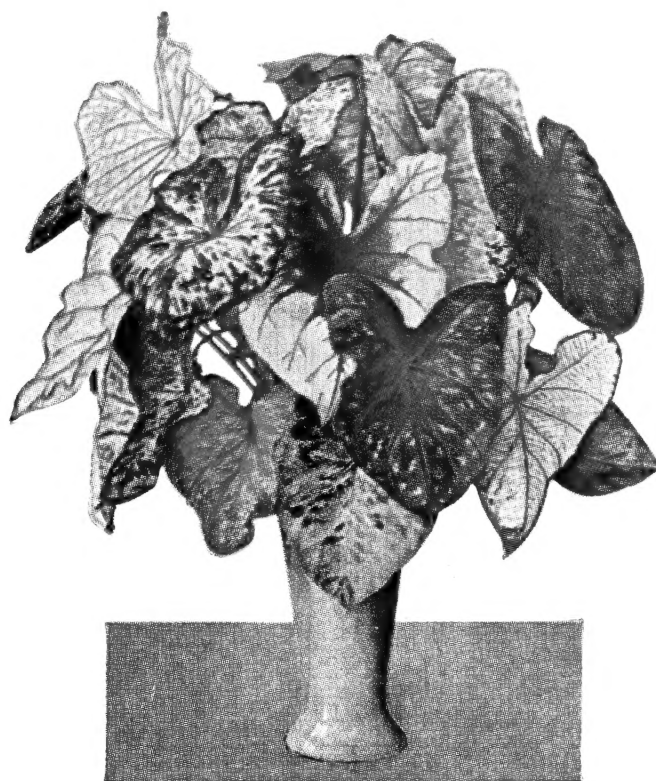
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★ APR 15 1948 ★

U. S. Department of Agriculture

Fancy-Leaved
CALADIUMS



Nurserymen's Exchange

938 HOWARD STREET
SAN FRANCISCO 3, CALIFORNIA

LIST OF

CALADIUMS are easily grown but should not be put in a Carnation temperature. Start the bulbs in flats, turning them upside down, since this is a crown-rooting bulb and the roots come out around the top (center) eye. This direct contact with the growing medium produces roots more quickly than the opposite method. Use a mixture of one part leaf-mold, one part good garden loam, and one part peat moss or other coarse neutral material, throwing in a small amount of coarse charcoal or other rubble for drainage. Press the bulb halfway into the soil and place the flats under a bench. The flats can also be placed on top of the flows, but if this is done, they should be shaded. The temperature should be 80 to 85 degrees or higher, as the higher the temperature, the better starting results you will have. Be careful that the flats do not dry out if placed either on the flows or returns. Water sparingly until the bulbs begin to sprout and have roots 4 to 6 inches long. When the sprouts begin to show, place the bulbs in 5 or 6-inch pots, using a good rich leaf-mold. Water copiously when in full growth and use weak liquid manure once weekly if possible.

Grow More Caladiums

Increase Your Profits

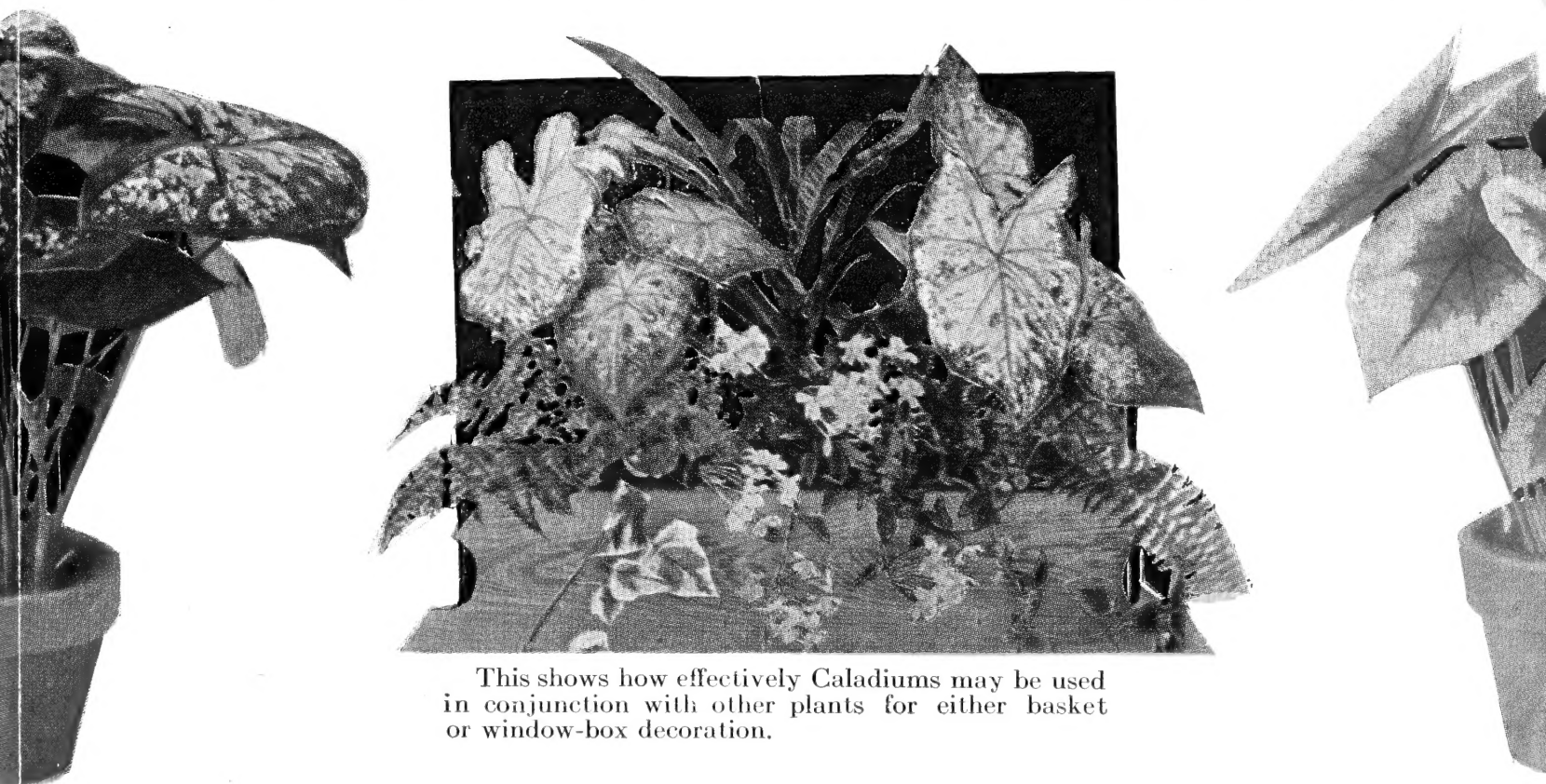
Keep this sheet where you can find it. These Caladiums are grown by America's largest producer, and your attention is called to the fine new varieties offered.

Buy good Caladiums; use your costly heat, labor, and greenhouse space to best advantage. Good Caladiums are as easy to grow as the poor ones offered at ridiculously low prices.

CALADIUM VARIETIES WITH DESC

- ACE OF HEARTS.** Deep rose center with heavy scarlet ribs and green border.
- ★**APPLEBLOSSOM.** *New.* Light green leaf with rose-pink center. A dwarf variety making an average amount of foliage and having a well-formed leaf.
- ATTALA.** Medium green overlaid with large irregular blotches of light pink; veins and ribs crimson. Very fine.
- ★**BLEEDING-HEART.** *New.* Bushy grower; leaf grayish white with large center of dull carmine. Similar to Scarlet Pimpernelle but more effective.
- CANDIDUM.** Fine Easter variety and very popular. Leaf snow-white with green veins and network; narrow green border. Ours is the true Candidum.
- CLEO.** Mottled crimson center, with pink and green blotches; veins white and yellow. Tall, vigorous-growing variety.
- ★**CRIMSON WAVE.** *New.* Large, deep green leaf with crinkled transparent crimson or scarlet center and many crimson spots toward edge. Strong grower.
- DR. M. COOK.** Dark moss-green, with plum-red center and red ribs. Leaf crumpled and spotted with transparent plum-red.
- EDITH MEAD.** Erect snow-white leaf (not transparent) with red ribs and narrow green edge.
- ★**FIREBRAND.** *New.* Light green or straw-colored leaf with bright cherry-red center. Dwarfish in growth, with much foliage.
- ★**FIRE NYMPH.** *New.* Similar to Firebrand, but a taller and stronger grower, and mottled with two shades each of bright pink and straw color.
- HORTILANIA.** Leaf shining crimson with bluish tints. The best red Caladium of all.
- ITACAPUS.** Entire leaf dark red of a rust shade; narrow border with red dottings. One of the most beautiful Caladiums in existence. Known also as "John Hachmeister."
- JACQUELINE CHERUIT.** Light green edge, center of leaf dark claret interspersed with cream.
- JESSIE THAYER.** Tall-growing variety with mottled green leaf and heavy scarlet midrib.
- JOHN PEED.** Shining bright metallic red center on moss-green ground. Very fine.
- KEYSTONE.** Medium-sized olive-green leaf with pink ribs and veins, speckled light pink.
- LORD DERBY.** Transparent rose with dark green ribs and narrow green edge. Very popular.

LIST OF VARIETIES CONTINUED ON BACK PAGE



RIPTIONS

MACAHYBA. Dark moss-green leaf profusely spotted lilac; heavy scarlet ribs.

MADAM TRUALL. Fine dwarf, shining red leaf with bronzy hues; broad center ribs of darker shade.

MARIE MOIR. Large, pure white leaf like Candidum, but having red blotches between the ribs.

MARY QUEEN OF SCOTS. Mottled dark green and grayish green; maroon ribs; spotted scarlet.

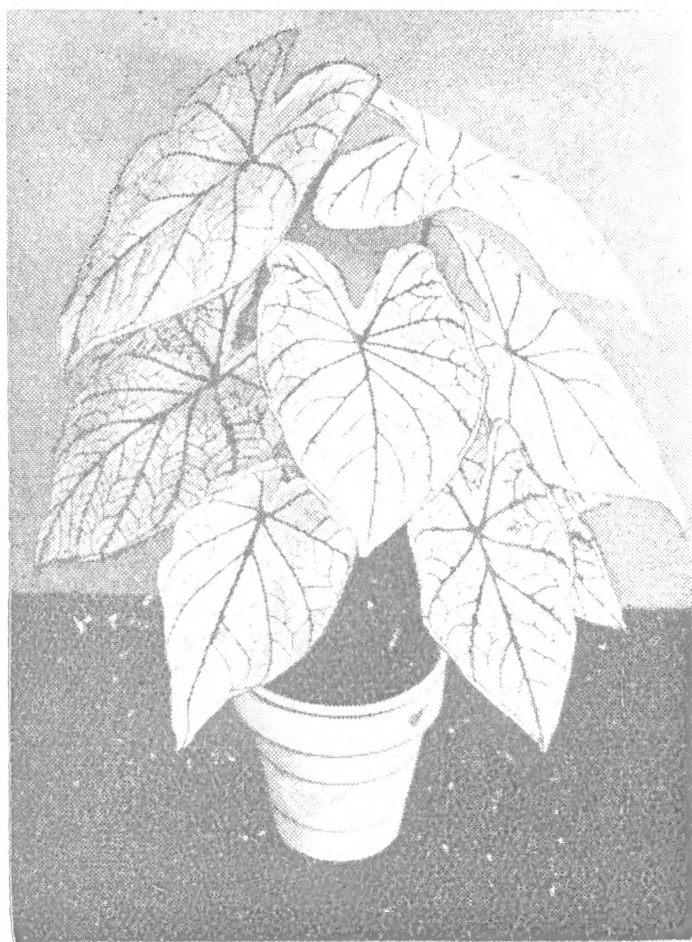
MRS. ARNO H. NEHRLING. Dwarf bronzy red with crimson ribs, shaded coppery red; crimson veinlets.

MRS. FANNIE MUNSON. Deep carmine with heavy scarlet ribs and narrow green edge. Extra fine.

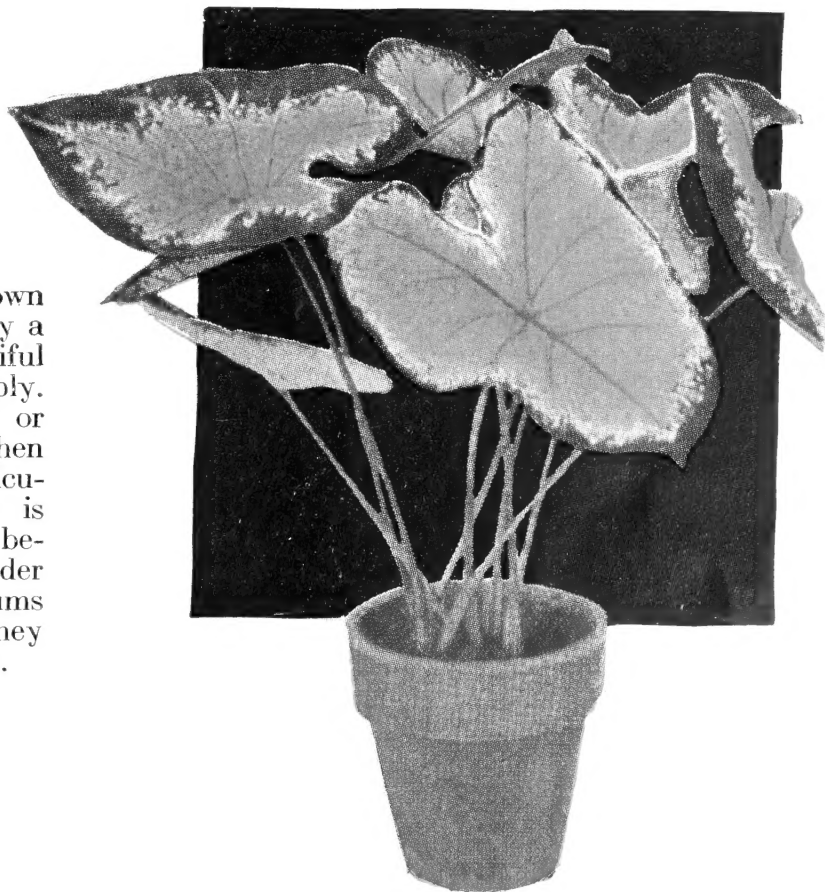
MRS. F. SANDER. Roundish, dark green leaf heavily blotched transparent deep rose.

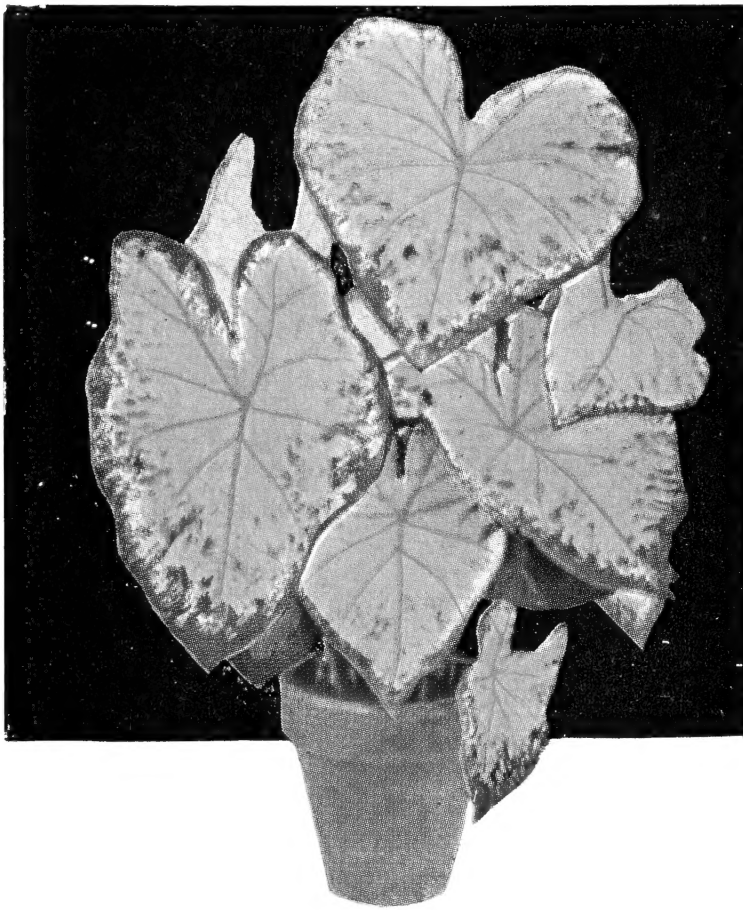
MRS. W. B. HALDEMAN. Medium leaf of bright pink with narrow green edge. Very fine and popular.

★**PINK CLOUD.** *New.* Large, crinkly, well-opened leaves of a mottled pink with a cloud-like effect in the coloring.



The varieties shown here in color are only a few of the beautiful kinds we can supply. Substitutes, as good or better, will be sent when we are out of a particular variety. This is necessary at times because many florists order only those Caladiums shown in color, and they soon become sold out.





CALADIUM Varieties continued from other side

POECILE ANGLAIS. Dwarf. Wavy leaf of deep crimson, bordered metallic green. One of the best.

RECONCAVO. A fine, strong grower. Has a delicate rose center, with carmine ribs. One of the best colors we offer.

★ **RED ENSIGN.** *New.* A rather dwarf-growing type with many leaves of metallic red; narrow green border. Very bright, and a fine new variety.

★ **RED FLARE.** *New.* Similar to Scarlet Pimpernelle, but blotched with two shades of green. A fine pot-plant.

★ **RED POLKA.** *New.* Bushy, dwarf grower. Bright red leaves with many polka-dot spots of a slightly lighter shade of red.

★ **REDSKIN.** *New.* A dwarf variety with pointed leaves. The color is a dull, rich scarlet over the entire leaf.

RICHARD DECKARD. Coppery rose with bright crimson ribs and golden tints between the pink blotches.

RISING SUN. Brilliant deep red center and ribs on dark, gold-tinted background; spotted transparent pink.

SCARLET PIMPERNELLE. Straw or yellowish leaf with large scarlet center void of ribs or veins.

★ **SEA GULL.** *New.* Dwarf, with a dark green leaf, heavy white midribs and white center. A very effective new white Caladium.

SOROCABA. Transparent silvery pink, suffused white, with greenish ribs and veins.

SPANGLED BANNER. Glowing red leaf with darker ribs and a profusion of pink spots.

THOMAS TOMLINSON. Bright crimson center and blotches; narrow green edge. Makes many leaves.

★ **TOM THUMB.** *New.* Very dwarf and compact. The color varies but is usually copper-red with a few white blotches in the center. Midrib is bright crimson.

TRIOMPHE DE L'EXPOSITION. Old favorite with roundish leaf of bright red; dark green edge.

Varieties marked ★ are recent introductions. Any order for named varieties should include at least a few of these.

